Inventing a world without drunk driving.

dadss™

Driver Alcohol Detection System for Safety

Despite progress over the past three decades, drunk driving still kills approximately 10,000 people annually in the U.S.[1] But what if we could invent a world without drunk driving?

A New Approach

The Driver Alcohol Detection System for Safety (DADSS) research program brings together the world's leading auto-makers and the National Highway Traffic Safety Administration (NHTSA) in one of the most important public-private partnerships in recent years. With support from Congress and safety advocates nationwide, the DADSS program is researching a first-of-its-kind Alcohol Detection System that:

- will detect when a driver is intoxicated with a blood alcohol concentration (BAC) at or above 0.08 — the legal limit in all 50 states — and prevent a car from moving.
- will be made available as a safety option in new vehicles, much like automatic braking, lane departure warnings, and other advanced vehicle technologies.
- will be quick, accurate, reliable, and affordable.
- will be seamlessly integrated into vehicles and not affect normal driving behavior.
- will have customized features to give parents a new level of security and additional peace of mind knowing that if their children have been drinking, they won't be able to drive.

1. National Highway Traffic Safety Administration. "The Economic and Societal Impact Of Motor Vehicle Crashes, 2010." National Highway Traffic Safety Administration, May 2014, DOT HS 812 013. http://www-nrd.nhtsa.dot.gov/Pubs/812013.pdf.
2. Insurance Institute for Highway Safety Data Institute. "Alcohol Detection Device Project is now in Development Phase." Insurance Institute for Highway Safety, Nov 2011. http://www.iihs.org/iihs/sr/statusreport/article/46/10/4

Technologies Under Exploration

Combining the sharpest minds in transportation innovation with the world's leading experts in alcohol detection, the DADSS research program is researching two technologies for vehicle integration, including:

- A breath-based system, which performs an instantaneous and contact-free measurement of alcohol in the driver's exhaled breath, as the driver breathes normally.
- The touch-based system, which measures blood alcohol levels under the skin's surface by shining an infrared-light through the fingertip.

The DADSS research program is being overseen by a team of independent engineers and scientists, and the system will be further tested by independent experts before it is made available as a consumer option.

An analysis by the Insurance Institute for Highway Safety indicates that if driver BACs can be limited by a device to no more than 0.08 percent — the legal limit in all 50 states — approximately 7,000 lives could be saved annually.[2]

The Driver Alcohol Detection System for Safety Research Program: Inventing a world without drunk driving.

For more information, visit www.DADSS.org

A Cooperative Research Initiative

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